

Burleigh/Lisbon Commercial District Survey Results Summary

Number of people taking the survey: 757

Top reasons for visiting the district during the past year:

- 1 - Food/groceries/meats **(78%)**
- 2 - Dining **(43%)**
- 3 - Specialty Shopping **(27%)**
- 4 - Routine shopping **(25%)**
- 5 - Automobile services **(24%)**
- 6 - Personal services **(16%)**
- 7 - Financial services **(13%)**

92% of people did most of their shopping outside the West Burleigh/West Lisbon commercial district

86% of respondents usually travel to the District to shop/dine by driving

Nearby Commercial District Rankings ("the competition"):

Ranking of commercial districts that respondents shopped at "At least weekly" on average:

- 1 - N 124th St. and W. Capital Dr. Area – **37%**
- 2 - Wauwatosa Village – **27%**
- 3 - Mayfair Mall or Highway 100/Mayfair Road – **22%**
- 4 - West Burleigh/West Lisbon commercial district -**19%**
- 5 - West Burleigh street in Wauwatosa – **16%**
- 6 - Other Commercial corridors in the area (N 68th, W Capital, W North Ave) -**6%**
- 7 - Brookfield Square/Bluemound Road in Brookfield – **5%**
- 8 - Downtown Milwaukee - **2%**
- 9 - Bayshore Town Center – **0%**

Ranking of commercial districts that respondents shopped at "A few times each month" on average:

- 1 - Wauwatosa Village – **19%**
- 2 - N 124th St. and W. Capital Dr. Area – **17%**
- 3 - Mayfair Mall or Highway 100/Mayfair Road – **16%**
- 4 - Other Commercial corridors in the area (N 68th, W Capital, W North Ave) – **9%**
- 5 - Downtown Milwaukee - **8%**
- 6 - Brookfield Square/Bluemound Road in Brookfield – **7%**
- 6 - West Burleigh/West Lisbon commercial district – **7%**
- 7 - Bayshore Town Center – **1%**

Shopping and Dining Preferences:

If the following restaurants/stores were added to the district, more than 50% of respondents would “Spend a little more” or “Spend a lot more”:

- 1 - Casual Dining – **81%**
- 2 - Coffee Shop with light food, delicatessen, bakery or pastry/dessert items – **75%**
- 3 - Bakery – **73%**
- 4 - Grocery – **72%**
- 5 - Specialty Foods (prepared or ethnic) – **71%**
- 6 - Ice Cream/Candy – **60%**
- 7 - Gardening Supplies – **59%**
- 8 - Home Accessories – **55%**
- 9 - Fine Wine and Spirits – **55%**
- 10 - Hardware – **54%**
- 11 - Arts/Crafts/Knitting/Sewing Supplies – **50%**
- 12 - Book Store – **50%**
- 13 - Pub or Bar – **50%**
- 14 - Pet Supplies – **50%**

Customer Satisfaction:

Factors asked about: Bicycle access, business hours, building appearance, cleanliness of streets and sidewalk, landscaping/streetscaping, general attractiveness, general safety, pedestrian access, pedestrian safety, street lighting, automobile traffic flow, parking availability

Rated “excellent” or “above average” by 50% or more of respondents: **None**

Rated “average” by 50% or more of respondents:

- Business Hours – **58%**
- Pedestrian access- **58%**
- Street Lighting – **65%**
- Automobile Traffic flow- **59%**
- Parking Availability – **52%**

Rated “below average” or “awful” by 50% or more of respondents:

- Building Appearance – **67%**
- Landscaping/streetscaping – **50%**
- General attractiveness – **58%**

Customer-Friendly Environment/Suggested Improvements:

Top improvements that respondents thought would have the “**most positive impact**” on the District:

- 1 - Building façade improvements – **69%**
- 2 - Building repair, painting, etc. – **51%**
- 3 - Better lighting, security – **46%**
- 4 - Additional planters/trees/flowers – **41%**
- 5 - Events/festivals – **38%**
- 6 - Street Furniture – **16%**

Majority said **YES** these improvements would improve the District:

- Bicycle lanes - **57%**
- Greening of public right-of-way with more street trees and additional landscaping – **81%**
- Greening of private property and better landscaping on parking lots – **81%**
- Response to traffic calming was close to evenly split with **21% Undecided**

Majority said **NO** these improvements would not improve the District:

- Wider sidewalks and narrower street – **57%**
- One through lane of traffic in each direction rather than two lanes – **65%**

Respondent write-in answers to the prompt “I would spend a lot more if there was a...”

- Sit-down dining restaurant
- Brunch restaurant
- Restaurant with fresh/healthy options
- Family restaurant
- Health/organic food stores- Outpost, Whole Foods
- Better grocery store- Sendik’s, Trader Joes
- Yogurt shop, custard shop
- Craft store- Hobby Lobby, Michael’s, JoAnn’s
- Nail salon, high end salon
- Pharmacy- Walgreens
- More resale stores
- Community theater
- Indoor children’s play area, Activity center
- Movie theater
- Classy/nice bar, live music
- Jazz club

Respondent write-in answers to the question:

“Name up to NON West Burleigh/West Lisbon restaurants that you have patronized recently and believe would be good additions to the West Burleigh/West Lisbon commercial district?”

- Casual sit-down restaurants - Applebee's, Buffalo Wild Wings, BelAir Cantina, Café Hollander, North Avenue Grill
- Ethnic food restaurants- Italian, Mexican
- Semi-fast food restaurants- Noodles, Chipotle, Blaze Pizza, Baker's Square, Jimmy John's
- Coffee shops- Collectivo, Starbucks
- Bakery- Panera, Bruegger's, Dunkin' Donuts

Respondent write-in answers to the question:

“In the past month, what have you purchased elsewhere that you wish you could have bought in the West Burleigh/West Lisbon commercial district?”

- Art/craft supplies
- Bakery items
- Quality groceries
- Coffee
- Hardware
- Home goods
- Pet food & supplies
- Clothing
- Children's items

Respondent write-in answers to the question:

“At what stores did you make these purchases?”

- Lowe's
- Kohl's
- Mayfair Mall
- Collectivo
- Valentine Coffee
- Aldi
- Outpost
- Sendik's
- PetSmart